

# DK OUTDOOR ADVENTURES OUTDOOR TV NETWORK



DK OUTDOOR ADVENTURES  
OUTDOOR TV NETWORK  
DELIVERS EXPOSURE  
TO OVER A MILLION  
OUTDOORSMEN ANNUALLY!

ADVERTISING OPPORTUNITIES  
AVAILABLE

[WWW.DKOUTDOORADVENTURES.COM](http://WWW.DKOUTDOORADVENTURES.COM)

EMAIL [INFO@DKOUTDOORADVENTURES.COM](mailto:INFO@DKOUTDOORADVENTURES.COM)

PHONE 803-467-3191

# PERMISSION MARKETING

HOW DOES DK OUTDOOR ADVENTURES DELIVER RESULTS FOR OUTDOOR BUSINESSES?

Permission marketing is the concept of marketing to an audience that has given consent, requested, or searched for the marketing content and or message. Permission marketing increases sales by increasing exposure to a target market actively interested in the products and or services.

Marketing to an interested audience results in effective advertising, thus increasing the opportunity to increase sales. DK marketing strategies have been well researched, tested, and proven extremely effective in delivering quality results and increasing sales.

## Permission Marketing Platforms

Search Engines Search

You-Tube Search

Social Media Search/Opt In Outlets

# MEDIA KIT

## SEARCH ENGINE MARKETING

DK provides advertising on 150 Outdoor TV websites targeting numerous relevant phrases in multiple search engines to interested audience searching for phrases and the marketing content and or message. Network websites in total receive over 100,000 page view per month. DK delivers exposure to over a million outdoorsmen annually through the Outdoor TV Network. Outfitters may list hunting and fishing trips across all sites free of charge with sponsorship.

## YOU-TUBE VIDEO OPTIMIZATION

DK provides promotional video optimization services to deliver 1<sup>st</sup> page You-Tube rankings targeting multiple relevant key phrases for sponsors.

[“According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network” \(You-tube\) View YouTube Statistics Here](#)

## SOCIAL MEDIA MARKETING

DK has created a strategic industry targeted social media marketing platform for sponsors across numerous platforms and offers sponsors the ability to gain exposure on multiple platforms through email messaging.

## VIDEO AD-SERVER ADVERTISING

DK provides innovative marketing through the use of video to engage audience for sponsors. “Video increases time on pages up to 500%” according to experts at PR WEB. “Globally, consumer Internet video traffic will be 69 percent of all consumer Internet traffic in 2017, up from 57 percent in 2012” according the Cisco VNI from Cisco Inc.

# SUMMARY OF STRATEGY

Promotional Video Design/Editing to Engage Audience and Provide Competitive Advantage in Industry

Professional Video Optimization Delivering 1<sup>st</sup> Page You-tube Rankings for Multiple Search Phrases

Social Media Video Distribution to Hundreds of Outdoor Industry Social Media Groups & Network Social Media Platform Available for Sponsors Advertising

Video Ad-Server Advertising through All Network Websites, including Outdoor TV Websites

Search Engine Network Advertising through Network Websites Targeting Multiple Phrases Receiving Over 100,00 Page Views per Month

Video Press Release Distribution to Free Press Release Platforms with Sponsor Provided Information

# NETWORK ANALYTICS

NETWORK ANALYTIC REPORTS

JULY 2013

Network Unique Visitors

75,256

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Network Page Views

120,312

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VideoAd-Server Video Impressions

69,600

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Annual Network Analytics Reporting will be  
Available for Sponsor Viewing July, 2014  
Monthly Network Analytics Report Available  
For most recent months report, please email:  
[Info@DKOutdoorAdventures.com](mailto:Info@DKOutdoorAdventures.com)

# 1<sup>ST</sup> PAGE RANKINGS IN SEARCH ENGINES

1st Page Ranking Phrases in Search Engines	Google	Yahoo	Bing	Date Checked
Africa Hunting TV	8,	3,4,5,7	2,5,6,8	11-Aug-13
Safari Hunting TV	2,3,8	2,3,4,5,7,8	2,3,4,5,6,8	11-Aug-13
African Safari TV	10,	6,10	6,8	11-Aug-13
African Hunting Safari TV	8,	2,3,7,8,9	2,3,4,5,6	11-Aug-13
African Hunting TV	9,	2,3,4,6,7,8	2,4,5,6,8	11-Aug-13
Predator Hunting TV	2,	6,7,8	6,8	11-Aug-13
Predator Hunting Videos	7,			11-Aug-13
Coyote Hunting TV	2,	4,	3,	11-Aug-13
Mule Deer Hunting TV	3,	1,2,3,4,5,6,7	1,2,3,4,5,6,7	11-Aug-13
Moose Hunting TV	4,5,	2,3,4,5,6,8,9	2,3,4,5,6,7,8	11-Aug-13
Duck Hunting TV		3,	3,	11-Aug-13
Waterfowl Hunting TV		4,10,	6,	11-Aug-13
Outdoor Expo Review		8,	1,	11-Aug-13
Outdoor TV Online	8,	1,8,10	1,7,8,	11-Aug-13
Bear Hunting TV	8,	4,	4,	11-Aug-13
Caribou Hunting TV	1,2	1,2	1,2,7,	11-Aug-13
Antelope Hunting TV	1,			
Hog Hunting TV		2,10,	2,	11-Aug-13
Bowhunting TV		4,6	4,	11-Aug-13
Archery Hunting TV		2,6	2,7,	11-Aug-13
Wing Shooting TV	4,	3,4,5,6,	3,4,5,6	11-Aug-13
Hunting TV	4,11			11-Aug-13
Outdoor Adventure TV	5,10			11-Aug-13
Gulf Coast Fishing TV	6,	1,	1,	11-Aug-13

# SPONSORSHIP PRICING

\$ 895.00

ANNUALLY

LESS THAN \$75.00 PER MONTH

MAIL PAYMENTS TO

DK OUTDOOR ADVENTURES LLC

414 HIGHLAND DR. MOULTON, AL 35650

OR

CONTACT NETWORK FOR INVOICE TO PAY VIA PAYPAL

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